

PROJECT NUMBER: Various
PROJECT TITLE : Flavor Development
PROJECT LEADER: C. N. Kounnas
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I. Flavor/Product Development

Work for the development of an acceptable 5 mg tar cigarette continued. Results of a series of six VP tests versus Kent Golden Lights identified utilizing two blend systems showed that one model with cork tipping approached parity with KGL on preference. Eight additional VP tests versus Merit unidentified have been scheduled and will begin the week of April 11. The 5 mg models for these tests include the models tested against KGL, two modified versions of these, one model with a filter flavor, one with Filtrona filter and two others more recently developed. Blend, casing and aftercut flavor development is continuing and new models are continually being generated. The most promising models as demonstrated by internal and VP evaluations will be tested by national panels. Work for the development of 2 mg and 1 mg cigarettes was also conducted and two models of the 2 mg cigarette appear promising. Flavor additives being evaluated for this range of delivery include flavor release compounds prepared by Chemical Research. The low delivery program is being conducted jointly with the New Product Development Group and Technical Services.

Two VP tests of B&H Menthol versus B&H with cooling compound WS-14 and Merit Menthol versus Merit with WS-14 were completed. The former test used non-menthol smokers; the latter a mixture of menthol and non-menthol smokers. The results showed that in both tests the non-menthol smokers preferred WS-14 over menthol and the menthol smokers (in the Merit test) found the two cigarettes equal on the preference parameter. Three additional VP tests of WS-14 have been scheduled. These are Merit Regular versus Merit with WS-14 (menthol smokers; non-menthol smokers) and Merit Menthol versus Merit with carbon filter + WS-14. Other activities with WS-14 and other WS compounds are continuing. A POL test of B&H Menthol versus B&H Menthol with 50% synthetic menthol is in progress. Results are expected in May.

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Several new models of low lamina cigarettes were made and are under evaluation. These were made without carbon filters and are in the range of tar delivery of 1, 5 and 10 mg. Efforts to improve the mainstream and sidestream of these low lamina cigarettes are continuing and progress is being made.

Two VP tests of Merit Regular and Merit Menthol versus models with 100% licorice replacement are in progress. Results are expected in April. In progress also are two tests evaluating valerian replacements. These are also projected to be completed in April.

Request to fabricate cigarette models with Peters (a casing material) replacement was placed. This program, initiated earlier, has now become one of high priority because of recent sharp increases in the price of the natural material.

POL test of Parliament control versus Parliament DBC was completed. The differences found between cigarettes were small. Three HTI tests of Marlboro, B&H and Parliament DBC versus controls were cancelled following extensive internal evaluations by R&D and Manufacturing personnel. The DBC blend is now in use.

POL testing (monadic) of five distinctively-flavored cigarettes is in progress. The cigarettes are Merit-type and the distinctive flavors include chocolate-mint, anise, anise-orange, grape/raspberry and oregano. Results are expected in June.

II. Flavor/Product Assistance

Cigarettes for a VP test of Marlboro with 15% ET versus 15% steam tube-treated ET were found satisfactory both subjectively and analytically and were released for testing. The objective is to determine if the steam treatment has any effect on subjective response as seen by the consumer.

Work is in progress to develop an acceptable 10 mg Virginia Slims Menthol. The objective is to reach subjective parity with Virginia Slims Menthol control. This work is being conducted at the request of the Brand Development Group.

III. References

1. Notebook #6931; Pages 95-100.
2. Notebook #6943; Pages 99 and 100.

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3. Notebook #7050; Pages 54-100.
4. Notebook #7087; Pages 23-73.
5. Notebook #7110; Pages 1-17.
6. Notebook #7119; Pages 1 and 2.

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